



University of
Nottingham

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NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA

DOING BUSINESS IN ASIA (II)
Summer School 5 – 16 July 2021



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Course Manager Dr. Michael Yap

Course Title **Doing Business in Asia (II)**

Mode of Delivery Six sessions of classes comprising lectures, discussions, case analysis and students' presentations.

Course Objectives This course aims to provide:

- A critical understanding of business strategies in Asia.
- A critical understanding of Asian society and values in business.
- A critical understanding of marketing in the Asian context.
- A critical understanding of human resources practices in Asia.
- A critical understanding of entrepreneurship in Asia in creativity and innovation.
- A critical understanding of family businesses in Asia.
- A critical understanding of contemporary finance in Asia.

Method of Assessment Individual coursework with 2,000-word limit (100%). Details will be given during the course.

A. Topic Schedule

Date	Time	Topic	Convenor
5 July 2021	5:30 – 7:00 pm.	Business/Economic Policies for Strategy in Asia (1)	Dr. Vengadeshvaran Sarma
6 July 2021	4:00 - 8:00 p.m.	Asian Society and Values in Business	Ms. Vanitha Ponnusamy
7 July 2021	4:00 - 8:00 p.m.	Marketing to the Asian Customer	Dr. Anita Chakrabarty
8 July 2021	5:00 – 7:30 p.m.	Business/Economic Policies for Strategy in Asia (2)	Dr. Vengadeshvaran Sarma
9 July 2021	4:00 - 8:00 p.m.	Asian Entrepreneurship: from Creativity to Innovation	Dr. Kenny Wong
12 July 2021	4:00 - 8:00 p.m.	Contemporary Finance in Asia	Dr. Shaista Arshad
13 July 2021	5:00 – 9:00 p.m.	Human Resource Management Practices- An Asian Perspective	Dr. Mathew Abraham
15 July 2021	4:00 - 8:00 p.m.	Family Business in Asia	Dr. Mike Mustafa
16 July 2021	4:30 – 5:30 p.m.	Wrap Up Session	Dr. Mathew Abraham

B. Course Content and Readings

Topics
Asian Entrepreneurship: from Creativity to Innovation

- Hall, J. K., Martin, M. J. C. (2005) Disruptive Technologies, Stakeholders and the Innovation Value-added Chain: a framework for evaluating radical technology development. *Journal of R and D Management*.
- Daneels, E. (2004) Disruptive Technology Reconsidered: A Critique and Research Agenda. *Journal of Product Innovation Management*
- Lumsdaine, E. and Binks, M, (2007). *Entrepreneurship, from Creativity to Innovation; Effective Thinking Skills for a Changing World*. Trafford Publishing.

Human Resource Management Practices - An Asian Perspective

- Yeung, A., Warner, M., and Rowley, C. (2008). "Guest editors' introduction growth and globalization: Evolution of human resource management practices in Asia". *Human Resource management*. Vol 47 (1), pp. 1-190.
- Rowley, C and Benson, J. (2002). Convergence and Divergence in Asian Human Resource Management. *California Management Review*, 44 (2). pp 90-109.
- Park, H.J., Gardner, T.M., and Wright, P.M. (2004). HR practices or HR capabilities: which matters? Insights from the Asia Pacific region. *Asia Pacific Journal of Human Resources*. Volume 42(3): pp 260-273.
- Zhu, Y., Warner, M., and Rowley, C. (2007). Human resource management with 'Asian' characteristics: a hybrid people-management system in East Asia. *The International Journal of Human Resource Management*. Volume 18 (5), pp 745-768.

Asian Society and Values in Business

- Swierczek, F. W., & Quang, T. (2004). Entrepreneurial cultures in Asia: Business policy or cultural imperative. *Journal of Enterprising Culture*, 12(02), 127-145.
- Ahlstrom, D., Young, M. N., Chan, E. S., & Bruton, G. D. (2004). Facing constraints to growth? Overseas Chinese entrepreneurs and traditional business practices in East Asia. *Asia Pacific Journal of Management*, 21(3), 263-285.

Marketing to the Asian Customer

- Namhooon Kim, Eunha Chun, and Eunju Ko. (2017) "Country of Origin Effects on Brand Image, Brand Evaluation, and Purchase Intention." *International Marketing Review* 34.2 254-71. <https://doi.org/10.1108/IMR-03-2015-0071>
- Shukla, Paurav, Singh, Jaywant, and Banerjee, Madhumita. (2015) "They Are Not All Same: Variations in Asian Consumers' Value Perceptions of Luxury Brands." *Marketing Letters* 26.3 : 265-78. <https://doi.org/10.1007/s11002-015-9358-x>
- Levitt, Theodore.(1986) "Marketing Myopia." *Harvard Business Review* 64 (1986): 167.
- Kotler, Philip. "Reinventing Marketing to Manage the Environmental Imperative." *Journal of Marketing* 75.4 (2018): 132-35. 75(4), 132-135. <https://doi.org/10.1509/jmkg.75.4.132>.
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is religiosity an important consideration in Muslim consumer behavior. *Journal of Islamic Marketing*. 10(4), 1288-1307. <https://doi.org/10.1108/jima-01-2018-0006>
- Le, Tri D, & Kieu, Tai Anh. (2019). Ethically minded consumer behaviour in Vietnam. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 609-626. <https://doi.org/10.1108/apjml-12-2017-0344>
- Minton, Elizabeth, Lee, Christopher, Orth, Ulrich, Kim, Chung-Hyun, & Kahle, Lynn. (2012). Sustainable Marketing and Social Media. *Journal of Advertising*, 41(4), 69-84. <https://doi.org/10.1080/00913367.2012.10672458>

Family Business in Asia

- Astrachan, J. H. (2010). Strategy in family business: Toward a multidimensional research agenda. *Journal of Family Business Strategy*, 1(1), 6-14. doi:10.1016/j.jfbs.2010.02.001
- Berrone, P., Cruz, C., & Gomez-Mejia, L. R. (2012). Socioemotional Wealth in Family Firms: Theoretical Dimensions, Assessment Approaches, and Agenda for Future Research. *Family Business Review*, 25(3), 258–279. <https://doi.org/10.1177/0894486511435355>
- Chrisman, J. J., Chua, J. H., Pearson, A. W., & Barnett, T. (2012). Family involvement, family influence, and family-centered non-economic goals in small firms. *Entrepreneurship Theory and Practice*, 36(2), 267–293
- Duh, M. (2010). applying agency theory and the resource-based view in explaining performance differences between family and non-family businesses. *Nase Gospodarstvo: NG*, 56(1/2), 45.
- Gómez-Mejía, L. R., Haynes, K. T., Núñez-Nickel, M., Jacobson, K. J., & Moyano-Fuentes, J. (2007). Socioemotional wealth and business risks in family-controlled firms: Evidence from Spanish olive oil mills. *Administrative science quarterly*, 52(1), 106-137.
- Jensen, M. C., & Meckling, W. H. (1976). Theory of the firm: Managerial behaviour, agency costs and ownership structure. *Journal of financial economics*, 3(4), 305-360.
- Miller, D., & Le Breton-Miller, I. (2006). Family Governance and Firm Performance: Agency, Stewardship, and Capabilities. *Family Business Review*, 19(1), 73–87. <https://doi.org/10.1111/j.1741-6248.2006.00063.x>

Contemporary Finance in Asia

- Blach, J. (2011). Financial Innovations and Their Role in The Modern Financial System – Identification and Systematization of The Problem. *E-Finanse* 7(3):13-26.
- Walsh, J.P. (2014). The Future of Asian Finance. *Finance & Development*, 51(2): 18-21.
- Ding, X. and Zhong, L. (2020). Challenges and Opportunities in China’s Financial Markets. *The Chinese Economy*, 53(3): 217-220.
- Iman, N., and Tan, A.W.K. (2020). The rise and rise of financial technology: The good, the bad, and the verdict. *Cognet Business & Management*, 7:1, pp. 1-17.

Strategy in Asia

- Hoskisson, R. E., Hitt, M. A., Wan, W. P., & Yiu, D. 1999. Theory and Research in Strategic Management: Swings of a Pendulum. *Journal of Management*, 25(3), pp. 417-456.
- Mintzberg, H. 1994. The fall and rise of strategic planning. *Harvard Business Review*, January-February, pp. 107-114.
- Pascale, R. 1984. Perspectives on strategy: The real story behind Honda's success. *California Management Review*, pp. 47-72.
- Barr, P. S., Stimpert, J. L., & Huff, A. S. 1992. Cognitive change, strategic action, and organizational renewal. *Strategic Management Journal*, 13, pp. 15-36.
- Brooks, G. 1995. Defining market boundaries. *Strategic Management Journal*, 16, pp. 535-549.